



U.S. Department of Energy  
Energy Efficiency  
and Renewable Energy



# Earth Day Coalition's Clean Transportation Program

City-wide Idle Reduction Ordinance passed 06.19.09  
Passage of region wide (5 county) Idle Reduction Ordinance by 06.2010

John McGovern, Coordinator 08.2006 >>>

2009 Clean Cities Eastern States Coordinator Peer Exchange  
Pittsburgh, PA  
June 23-25, 2009



# EARTHDAY COALITION'S CLEAN TRANSPORTATION PROGRAM

## REDUCING PETROLEUM & EMISSIONS - INCREASING QUALITY OF LIFE

### BOX O' SOLUTIONS

#### FUELS

**BIODIESEL:** processed waste/virgin oil runs in any diesel engine  
**NATURAL GAS:** byproduct of petrol, runs in modified ICE; clean burning  
**E85:** distilled sugars harvested from biomass runs in modified gas engine  
**KILOCALORIES:** local foods provide the most bang for the buck!  
**PROPANE:** co-product of petrol; runs in modified ICE; clean burning  
**SVO/WVO:** unprocessed waste/virgin oil runs in modified diesel engines

#### PRACTICES

**CARPOOLING:** shared use of vehicle by people traveling the same route  
**CAR SHARING:** technology driven alternative to car ownership  
**COMPLETE STREETS:** accommodation of bicycles and pedestrians, and cars  
**ECO-DRIVING:** driving in a way that increases mpg; thereby reducing emissions  
**GET FIT:** walk or bike for trips less than 2 miles  
**IDLE-REDUCTION:** zones with limited or no idling  
**SMART GROWTH:** creating growth near existing infrastructure  
**SAFE ROUTES TO SCHOOL:** making walking & biking as safe as driving

#### TECHNOLOGIES

##### LIGHT DUTY VEHICLES

**EFFICIENT VEHICLES:** off-the-shelf energy saving technologies  
**ELECTRIC:** all electric motor limited by battery technology  
**BICYCLES:** the most efficient use of human power!  
**HYBRID ELECTRIC:** small electric motor coupled with ICE  
**NEIGHBORHOOD ELECTRIC:** restricted to 25mph  
**PLUG-IN HYBRID ELECTRIC:** home chargeable hybrid w/ larger battery

##### HEAVY DUTY VEHICLES

**AUXILIARY POWER UNITS:** trucks able to maintain amenities w/o idling  
**DIESEL OXIDATION CATALYSTS:** reduce emissions by chemical neutralization  
**DIESEL PARTICULATE FILTERS:** reduce emissions by entrapment  
**ELECTRIFIED TRUCK STOPS:** enables semi's to reduce idling at truck stops



## Coalition Status and Sustainability

- Current Status
  - Full time, 40 hours/week + Scott @ 10 hours/week
- Membership Structure / Strategies
  - Recruit members through grant opportunities, project tie-ins, education campaigns, & conferences.
  - Our focus is on PRACTICES; changing behavior through education, rather than introducing new technologies
- Steps to Become Self-Sustaining
  - Integration into sustainable transport community, i.e. MPO, Walk/Bike, SafeRoutes2School, CarSharing, Transit, etc.
  - Development of Steering Committee



## Significant/Noteworthy Projects & Activities

- Successful vehicle projects

NONE

- Successful fueling infrastructure projects

NONE

- Successful coalition outreach & portfolio activities

-EarthFest! (fleets, public)

-Idle Reduction & Fuel Economy (fleets, munis, ports, & businesses)

-Big 'Tent' conferences (fleets, munis, decision makers)



## Lessons Learned

- New or creative ideas
  - partnership with MPO
  - building-up sustainable transit community
  - forging relationships w/ universities for research components
  - focus on education and appropriate technologies
- Unexpected results
  - working with the State Govt. and an old board member on grant opportunities



## Goals for 2009 & Beyond

- New/creative ideas to further coalition goals
  - work on regional idling ord. has opened lots of local govt doors
  - building relationship with schools through EDC's Student Environmental Congress program
  - increased use of interns
  - establish knowledge network for fleet managers
  - sustainable decentralized SVO production from vacant land
- Anticipated new partnerships
  - City of Cleveland
  - Parker Hannifin & NASA



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ELECTRIC VEHICLE  
CHARGING STATION



Fuel, Practice, & Technology based solutions to reducing petroleum & emissions  
and improving our quality of life!